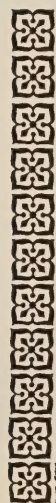


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# ROSEWAY NURSERIES



. . . brings you

## *THE STORY of* ALL-AMERICA ROSES

Reprinted from  
*Flower Grower, The Home Garden Magazine*





JIMINY CRICKET



QUEEN ELIZABETH

*All*



TIFFANY





# America Roses



## The Story of the AARS 1940-1955

*A new class, called  
Grandiflora, announced  
with 1955 selections*

**JIMINY CRICKET**, shown at upper left, is the new All-America floribunda. Its color is tangerine red when in bud; it changes to a coral orange or vermillion as it opens, and finishes as a shade of pink coral. Foliage: glossy bronze changing to glossy green. Fragrance: a pleasing old rose. The clusters of flowers bloom from June through frost and hold their form well and long when cut. Hybridist: E. S. Boerner, of Jackson & Perkins.

**TIFFANY**, the long-stemmed hybrid tea outlined upon the page, is best described as a warm, clear pink, with golden yellow shading at the base of the petals. Flowers open to double, high-centered blooms. The petals have a rich texture and exceptional lasting qualities. The plants are vigorous in growth, disease-resistant, and have dark green foliage setting off the classic color and form of the flowers. Introducer: Howard of Hemet.

**QUEEN ELIZABETH** is the first of a new class. Tall plants, large flowers in clusters but with stems long enough for cutting, and the hybrid tea standard for bud and flower form are the characteristics of the new grandifloras. Queen Elizabeth, subtly blending a soft carmine rose color with dawn pink, is one of the remarkable examples of modern rose breeding. Foliage: deep green and heavily textured. Parentage: Charlotte Armstrong, a hybrid tea, and Floradora, a floribunda. Hybridist: Dr. Walter Lammerts. Introducer: Germaine's.

**T**HIS SUMMER, one of your neighbors may ask you, "What's all this I keep hearing about All-America roses? Is it something everybody ought to know about, or just a contest to benefit you expert gardeners?" There can be real news in your answers.

While you're showing your neighbor your own roses, you can tell him the story of All-America Rose Selections and the revolution they have made in amateur rose-growing in just 15 years. Whether your neighbor lives with you in Oregon or Pennsylvania, in Maine or in South Carolina, you can let him in on some little-known facts:

**Record:** One third of all roses sold to home gardeners in the United States today are All-America Selections—carefully tested for gardens North, South, East, West . . . the seacoasts, plains, mountains.

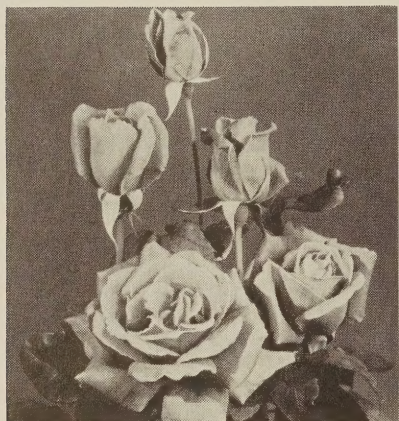
**Announcement:** For the first time this year a whole new class of roses, to be called grandiflora, will be presented to American gardeners. (The first grandiflora, Queen Elizabeth, and the notable 1955 selections are shown in color at left.)

**Appraisal:** After fifteen years, All-America Rose Selections can be rated one of the most important testing programs in United States gardening. The AARS can now lay claim to the éclat of Paris's famous Bagatelle; for the problem of testing in the many climatic regions of America it is a far more realistic program.

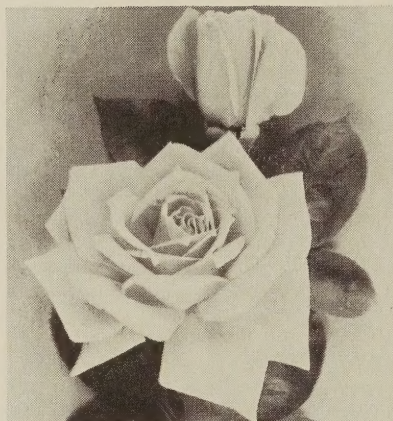
Twenty-two test gardens in thirteen states, with trained judges using a complete rating scale (turn to page 39 for list of qualities judged) have been held to consistently high standards. To many a talented amateur, the American Rose Society ratings are more exciting, because rare and interesting roses that may not rank high commercially are also tested—but for comprehensive choosing of roses suited to all kinds of average gardens, AARS does a more pin-pointed job. To be sure, some fine roses are not tested by AARS, usually because the introducers emphasize special qualities. Yet in a decade and a half, the All-America Selections have done much to bring superb roses to millions of American homes.

The new All-America roses, as well as most of the selections of previous years, can be seen this June in display gardens in every part of the United States. A FLOWER GROWER list of these gardens is shown.





**CHARLOTTE ARMSTRONG** (1941): A hybrid tea which has retained its phenomenal popularity through the years. It is an all-climate rose with splendid rich cerise blooms 4 inches across.



**KATHERINE T. MARSHALL** (1941): This is one of the outstanding modern pink roses. The long, pointed buds are a deep coral pink suffused with yellow. Blooms are full, high centered.



**MIRANDY** (1945): Shows to best advantage in the warmer months when it yields huge blooms. Long pointed buds are of deep red with almost black shading.

*Fifteen all-time All-America Roses  
and Flower Grower's pointers on  
using them in your garden*



**VOGUE** (1952): A floribunda of brilliant cherry coral. Flowers are perfect hybrid tea but in clusters, and about 3 to 3½ inches in diameter. Buds are dark, oval in shape.



**HELEN TRAUBEL** (1952): A beautiful pink hybrid tea. The color varies with the weather, sometimes a light, lively pink, more often a luminous apricot which blends into deeper orange tones.



**CHRYSLER** (1953): This is a crimson-red hybrid tea created from a crossing of Charlotte Armstrong and Mirandy, two previous AARS winners. Flowers are large, high-centered and borne singly on sturdy cutting stems.

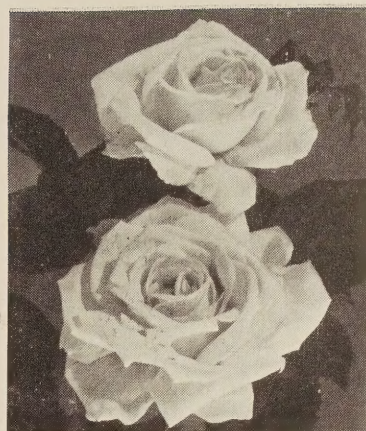




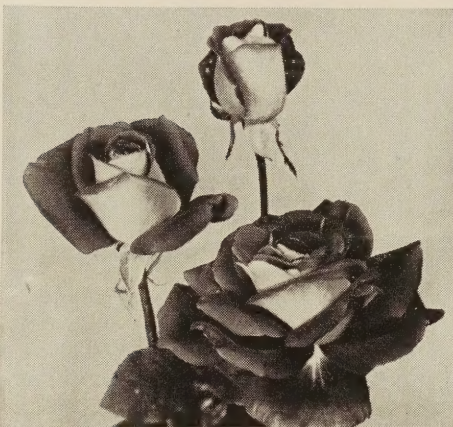
**PEACE** (1946) : Large double blooms pass through a wide range of color, showing tints of yellow, pale gold, cream and ivory with a slight pink edging on the petal.



**NOCTURNE** (1948) : It has become one of the best-loved deep red roses. The buds are long, slender, and beautifully formed. The open flower is a bright cardinal red.



**DIAMOND JUBILEE** (1948) : Here is an unusual warm, buff rose. Its flowers have exceptional lasting qualities both on the bush and after they have been cut.



**FORTY NINER** (1949) : One of the most brilliant bi-colored roses ever developed. The petals are a rich chrome yellow outside while inside they are a brilliant Chinese red.



**SUTTER'S GOLD** (1950) : A hybrid tea with pointed yellow buds shaded with orange and red. The open flower varies from a rich orange to shades of golden yellow depending on weather and location. Fragrant.



**FASHION** (1950) : A floribunda of coral pink suffused with gold. Fashion introduced a new color to the rose world. Three-inch flowers are produced in heavy clusters from spring until late fall.



**MA PERKINS** (1953) : A floribunda with a rich and unusual fragrance. A crossing of Red Radiance and Fashion, it is a sparkling coral shell pink.



**LILIBET** (1954) : It is a dawn-pink floribunda. It combines soft pink masses of flowers with vigorous, well-formed foliage. In the early stage, buds are empire red in color.



**MOJAVE** (1954) : Named for the dramatically colored Painted Desert of the Southwest. This hybrid tea is a glowing apricot orange, highlighted with warm tints of nasturtium red and scarlet.



# Flower Grower's Story of All-America Roses for Every American Garden



Suppose a friend came to you and said: "I have a few hours a week, a house with a little plot of ground that's sunny every day. I want to start out by spending perhaps ten or fifteen dollars. I'm looking for more than a hobby—a real interest, a real love—something that's as much beauty, or as much science, or as much an art of my own hands as I want to make it. What shall I do?"

Most likely you'd say, "Grow roses!" For you know that American families buy twenty million rose plants a year . . . and enjoy roses from February (in Southern California) or May (almost anywhere) until December. Most likely, too, you'd say, "Start with a couple of All-America roses . . . they're tested for easy growing but so wonderful that experts love them. Get a simple dust-gun for less than a dollar, some complete plant food . . . and you're in roses!"

Here are answers to questions your friends may ask you:

- All-America Roses, with a tag similar to the one shown at upper left, can be obtained by mail from many rose companies and nurseries. Local nurseries, garden stores and department stores also sell them.

- Garden clubs or other adult groups may obtain a 16 mm color-and-sound motion picture, All-America Roses (covering display gardens, landscaping ideas, arrangements, and closeups of scores of roses) without charge. Write Public Information Office, Guylay and Associates, 45 Rockefeller Plaza, New York 20, N. Y.

- A small, illustrated eight-page pamphlet, "Beautify America With Roses" is available free of charge from FLOWER GROWER (2049 Grand Central Terminal Bldg., New York 17, N. Y.). It covers planting instructions, choice of roses for home-ground use, cutting suggestions, feeding, spraying, and winter protection, as well as a listing of all AARS Roses since 1940.—JOHN R. WHITING

## Here are Display Gardens in your area where you can see

### WESTERN

CALIFORNIA: Arcadia County Park, Los Angeles County; Berkeley Rose Garden; Fresno Municipal Rose Garden; Exposition Park Rose Garden, Los Angeles; State Capitol Park, Sacramento; San Jose Rose Garden; Huntington Botanical Gardens, San Marino. COLORADO: Longmont Memorial Rose Garden. IDAHO: Municipal Rose Garden, Boise; Lakeview Park, Nampa; Rotary Rose Garden, Boise. MONTANA: Missoula Memorial Rose Garden. NEVADA: Reno Rose Society Gardens. NEW MEXICO: Community Rose Garden, Hobbs. OREGON: George Owen Park Rose Garden, Eugene; International Rose Test Gardens, Portland; Lewis and Clarke College Memorial Rose Garden, Portland. UTAH: State House Museum Test Garden, Fillmore; Provo Memorial Rose Garden; Salt Lake Municipal Rose Garden. WASHINGTON: Fair Haven

Park Rose Garden, Bellingham; Woodland Park Rose Garden, Seattle; Tacoma Municipal Rose Garden.

### SOUTHERN

MISSISSIPPI: Jackson Municipal Rose Garden. NORTH CAROLINA: Sunnyside Rose Garden, Charlotte; Raleigh Municipal Rose Garden. OKLAHOMA: Will Rogers Park Municipal Rose Garden, Oklahoma City; Tulsa Municipal Rose Garden; Woodward Rose Garden. SOUTH CAROLINA: Fortunes Spring Park, Winnsboro. TENNESSEE: Warner Park Rose Gardens, Chattanooga; Memphis Municipal Rose Garden. TEXAS: Fort Worth Botanic Garden; Jefferson Gardens, San Antonio; Tyler Rose Park. VIRGINIA: Arlington Rose Garden.

### CENTRAL

ILLINOIS: Washington Park Rose Garden, Chicago; Jones Park Rose Garden,

East St. Louis; Gardeners' Memorial Garden, Highland Park; Cook Memorial Library Rose Garden, Libertyville; Mississippi Rose Garden, Rockford. INDIANA: Lakeside Rose Garden, Fort Wayne; International Friendship Gardens, Michigan City. IOWA: Iowa State College Horticultural Gardens, Ames; Davenport Municipal Rose Garden; Greenwood Park, Des Moines; Byrnes Park Rose Garden, Waterloo. KANSAS: Reinisch Rose and Rose Test Garden, Topeka. MICHIGAN: Cooley Gardens, Lansing. MINNESOTA: Minneapolis Municipal Rose Garden. MISSOURI: Kansas City Municipal Rose Garden; Missouri Botanical Garden, St. Louis; Rose Garden, Forest Park, St. Louis. NEBRASKA: Lincoln Rose Garden. OHIO: Memorial Rose Garden, Akron; Municipal Rose Garden, Cleveland; Malabar Farm, Lucas. WEST VIRGINIA:



## *How They Grow: Floribundas, Hybrid Teas, and Grandifloras*



When you see roses growing fairly low, with medium-size flowers in clusters, and blooming almost steadily through the summer, they are almost sure to be floribundas. Drawing shows shape of plant.



The drawing above shows the characteristics of the roses called hybrid teas. Long stems, especially graceful individual flowers, and fragrance in most cases are the key points of these varieties.



New rose varieties of tall growth, flowering in clusters but with fairly long stems, flowers larger than average floribundas and of hybrid tea standard for bud and flower form—these are grandifloras.

## *All-American Roses*

Ritter Park Rose Garden, Huntington.  
WISCONSIN: Whitnall Park Botanical  
Gardens, Milwaukee.

### **EASTERN**

CONNECTICUT: Elizabeth Park, Hartford; Norwich Memorial Rose Garden.  
DELAWARE: Jasper Crane Rose Garden, Wilmington. NEW YORK: Cranford Rose Garden, Brooklyn; Niagara Frontier Trial Rose Garden, Buffalo; New York Botanical Garden Rose Garden, Bronx Park; Maplewood Rose Garden, Rochester; E. M. Mills Rose Gardens, Syracuse. PENNSYLVANIA: Malcolm W. Cross Memorial Rose Garden, Allentown; Municipal Rose Garden, Harrisburg; Hershey Rose Gardens; Arboretum of Renziehausen Park, McKeesport; Morris Arboretum Rose Garden, Philadelphia; Reading Rose Garden; Municipal Rose Garden, York.

## *How Roses Are Rated*

All-America Roses must receive high ratings in all of these qualities: NOVELTY . . . An outstanding quality that sets the variety apart as different from roses already in the trade. VIGOR . . . Healthy consistent growth, endurance through heat and cold. HABIT . . . Orderliness, grace and uniform plant shape. DISEASE RESISTANCE . . . Ability to resist blackspot, mildew, rust and other rose diseases. FOLIAGE . . . Color, texture, form, size and abundance. FLORIFEROUSNESS . . . Abundance of healthy blossoms throughout the season. BUD FORM . . . Quality, size, shape, and beauty of buds. FLOWER FORM . . . Consistent shape, size and beauty of flowers. SUBSTANCE . . . Texture and endurance of petals. COLOR OPENING . . . Color value and harmony of new flowers. COLOR FINISHING . . . Beauty of mature flower color, grace while aging. FRAGRANCE . . . Strength and desirability of scent. STEM . . . Length, sturdiness, and ability to support bloom.



# for FALL 1954—SPRING 1955 DELIVERY

## ROSEWAY'S OREGON-GROWN ROSES:

### THE 1955 ALL-AMERICA ROSES:

QUEEN ELIZABETH (Grandiflora)	\$3.00 each; 3 for \$7.95
(Same cross as our own Dean Collins Rose)	
TIFFANY (Hybrid Tea) a fine exhibition type rose	\$3.00 each; 3 for \$7.95
JIMINY CRICKET (Floribunda) brilliant orange-flame	\$2.50 each; 3 for \$6.60

### Top All-America Winners of Other Years: (listed herein)

#### HYBRID TEAS:

CHARLOTTE ARMSTRONG	\$2.25 each; 3 for \$6.00
CHRYSLER IMPERIAL	\$2.50 each; 3 for \$6.60
DIAMOND JUBILEE	\$2.00 each; 3 for \$5.25
FORTY-NINER	\$2.50 each; 3 for \$6.60
HELEN TRAUBEL	\$2.50 each; 3 for \$6.60
KATHERINE T. MARSHALL	\$1.75 each; 3 for \$4.65
MIRANDY	\$2.25 each; 3 for \$6.00
MOJAVE (AARS 1954)	\$2.75 each; 3 for \$7.20
NOCTURNE	\$2.00 each; 3 for \$5.25
PEACE	\$2.50 each; 3 for \$6.60
SUTTER'S GOLD	\$2.25 each; 3 for \$6.00

#### FLORIBUNDAS:

FASHION	\$2.00 each; 3 for \$5.25
LILIBET (AARS 1954)	\$2.00 each; 3 for \$5.25
MA PERKINS	\$2.00 each; 3 for \$5.25
VOGUE	\$2.00 each; 3 for \$5.25

Add 10% for Parcel Post

*If you want the very best, insist on ROSEWAY'S OREGON-GROWN ROSES, with the beautiful fibrous root system that gets your roses off to a flying start. All the varieties listed, plus many more, are being grown for you this year in our rose fields on Sandy Blvd. near 190th Street, in the City of Roses.*

*If your own nurseryman or dealer does not handle Roseway's Oregon-Grown Roses, write direct to*

*Roseway Nurseries*  
Exclusive Rose Growers

(mail address) 4228 N. E. 77th Ave.  
Portland, 13, Oregon

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